



Counties: Lawrence, AL



2000 Total Population	34,803
2000 Group Quarters	231
2008 Total Population	34,290
2013 Total Population	33,889
2008 - 2013 Annual Rate	-0.23%



2000 Households	13,538
2000 Average Household Size	2.55
2008 Households	13,814
2008 Average Household Size	2.47
2013 Households	13,828
2013 Average Household Size	2.43
2008 - 2013 Annual Rate	0.02%
2000 Families	10,197
2000 Average Family Size	2.99
2008 Families	10,299
2008 Average Family Size	2.93
2013 Families	10,221
2013 Average Family Size	2.91
2008 - 2013 Annual Rate	-0.15%



2000 Housing Units	15,009
Owner Occupied Housing Units	74.9%
Renter Occupied Housing Units	15.3%
Vacant Housing Units	9.8%
2008 Housing Units	15,693
Owner Occupied Housing Units	73.6%
Renter Occupied Housing Units	14.5%
Vacant Housing Units	12.0%
2013 Housing Units	15,898
Owner Occupied Housing Units	72.6%
Renter Occupied Housing Units	14.4%
Vacant Housing Units	13.0%

Median Household Income

2000	\$31,768
2008	\$37,391
2013	\$41,706

Median Home Value

2000	\$64,667
2008	\$84,783
2013	\$88,122

Per Capita Income

2000	\$16,515
2008	\$18,800
2013	\$20,815

Median Age

2000	36.0
2008	38.7
2013	40.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Lawrence, AL

**2000 Households by Income**

Household Income Base	13,555
< \$15,000	24.5%
\$15,000 - \$24,999	14.9%
\$25,000 - \$34,999	14.8%
\$35,000 - \$49,999	16.6%
\$50,000 - \$74,999	17.4%
\$75,000 - \$99,999	6.0%
\$100,000 - \$149,999	4.3%
\$150,000 - \$199,999	0.7%
\$200,000+	0.8%
Average Household Income	\$42,482

2008 Households by Income

Household Income Base	13,814
< \$15,000	19.6%
\$15,000 - \$24,999	13.9%
\$25,000 - \$34,999	13.7%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	22.2%
\$75,000 - \$99,999	6.9%
\$100,000 - \$149,999	5.4%
\$150,000 - \$199,999	1.0%
\$200,000+	0.9%
Average Household Income	\$46,467

2013 Households by Income

Household Income Base	13,828
< \$15,000	17.5%
\$15,000 - \$24,999	13.1%
\$25,000 - \$34,999	12.2%
\$35,000 - \$49,999	16.2%
\$50,000 - \$74,999	23.3%
\$75,000 - \$99,999	9.4%
\$100,000 - \$149,999	6.1%
\$150,000 - \$199,999	1.2%
\$200,000+	1.0%
Average Household Income	\$50,789

2000 Owner Occupied HUs by Value

Total	11,246
<\$50,000	37.8%
\$50,000 - 99,999	37.1%
\$100,000 - 149,999	14.7%
\$150,000 - 199,999	6.5%
\$200,000 - \$299,999	2.8%
\$300,000 - 499,999	0.6%
\$500,000 - 999,999	0.3%
\$1,000,000+	0.1%
Average Home Value	\$78,257

2000 Specified Renter Occupied HUs by Contract Rent

Total	2,117
With Cash Rent	80.3%
No Cash Rent	19.7%
Median Rent	\$246
Average Rent	\$235

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Lawrence, AL



2000 Population by Age

Total	34,803
0 - 4	6.3%
5 - 9	7.3%
10 - 14	7.6%
15 - 19	7.1%
20 - 24	5.8%
25 - 34	14.3%
35 - 44	15.9%
45 - 54	13.5%
55 - 64	10.2%
65 - 74	6.9%
75 - 84	3.9%
85+	1.3%
18+	74.3%

2008 Population by Age

Total	34,290
0 - 4	6.5%
5 - 9	6.5%
10 - 14	6.6%
15 - 19	6.4%
20 - 24	5.7%
25 - 34	12.9%
35 - 44	15.7%
45 - 54	14.9%
55 - 64	12.0%
65 - 74	7.6%
75 - 84	3.9%
85+	1.5%
18+	76.5%

2013 Population by Age

Total	33,889
0 - 4	6.3%
5 - 9	6.2%
10 - 14	6.5%
15 - 19	6.4%
20 - 24	5.6%
25 - 34	11.5%
35 - 44	14.0%
45 - 54	16.5%
55 - 64	13.1%
65 - 74	8.0%
75 - 84	4.2%
85+	1.7%
18+	77.1%

2000 Population by Sex

Males	49.0%
Females	51.0%

2008 Population by Sex

Males	49.3%
Females	50.7%

2013 Population by Sex

Males	49.5%
Females	50.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Lawrence, AL



2000 Population by Race/Ethnicity

Total	34,803
White Alone	77.8%
Black Alone	13.4%
American Indian Alone	5.4%
Asian or Pacific Islander Alone	0.1%
Some Other Race Alone	0.3%
Two or More Races	3.1%
Hispanic Origin	1.1%
Diversity Index	38.7

2008 Population by Race/Ethnicity

Total	34,290
White Alone	75.5%
Black Alone	14.1%
American Indian Alone	6.0%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.5%
Two or More Races	3.7%
Hispanic Origin	1.6%
Diversity Index	42.6

2013 Population by Race/Ethnicity

Total	33,889
White Alone	74.0%
Black Alone	14.5%
American Indian Alone	6.4%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.7%
Two or More Races	4.2%
Hispanic Origin	2.1%
Diversity Index	45.1



2000 Population 3+ by School Enrollment

Total	33,430
Enrolled in Nursery/Preschool	1.1%
Enrolled in Kindergarten	1.7%
Enrolled in Grade 1-8	12.8%
Enrolled in Grade 9-12	5.4%
Enrolled in College	2.6%
Enrolled in Grad/Prof School	0.3%
Not Enrolled in School	76.0%

2008 Population 25+ by Educational Attainment

Total	23,445
Less than 9th Grade	10.1%
9th - 12th Grade, No Diploma	18.9%
High School Graduate	42.6%
Some College, No Degree	15.1%
Associate Degree	4.8%
Bachelor's Degree	5.7%
Graduate/Professional Degree	2.9%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Lawrence, AL****2008 Population 15+ by Marital Status**

Total	27,585
Never Married	19.0%
Married	63.4%
Widowed	7.0%
Divorced	10.5%

**2000 Population 16+ by Employment Status**

Total	26,933
In Labor Force	58.6%
Civilian Employed	54.9%
Civilian Unemployed	3.6%
In Armed Forces	0.0%
Not in Labor Force	41.4%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	93.1%
Civilian Unemployed	6.9%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	93.7%
Civilian Unemployed	6.3%

2000 Females 16+ by Employment Status and Age of Children

Total	13,927
Own Children < 6 Only	8.1%
Employed/in Armed Forces	4.2%
Unemployed	0.5%
Not in Labor Force	3.5%
Own Children < 6 and 6-17 Only	6.5%
Employed/in Armed Forces	3.5%
Unemployed	0.5%
Not in Labor Force	2.5%
Own Children 6-17 Only	20.4%
Employed/in Armed Forces	13.3%
Unemployed	0.8%
Not in Labor Force	6.3%
No Own Children < 18	65.0%
Employed/in Armed Forces	25.0%
Unemployed	1.8%
Not in Labor Force	38.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



Counties: Lawrence, AL



2008 Employed Population 16+ by Industry

Total	14,573
Agriculture/Mining	1.8%
Construction	12.5%
Manufacturing	26.5%
Wholesale Trade	2.6%
Retail Trade	11.9%
Transportation/Utilities	4.3%
Information	0.6%
Finance/Insurance/Real Estate	3.7%
Services	33.1%
Public Administration	3.0%

2008 Employed Population 16+ by Occupation

Total	14,573
White Collar	39.4%
Management/Business/Financial	7.5%
Professional	12.1%
Sales	10.9%
Administrative Support	8.9%
Services	17.2%
Blue Collar	43.5%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	10.2%
Installation/Maintenance/Repair	7.6%
Production	16.5%
Transportation/Material Moving	8.6%



2000 Workers 16+ by Means of Transportation to Work

Total	14,479
Drove Alone - Car, Truck, or Van	84.4%
Carpooled - Car, Truck, or Van	12.3%
Public Transportation	0.0%
Walked	0.8%
Other Means	0.6%
Worked at Home	1.9%

2000 Workers 16+ by Travel Time to Work

Total	14,479
Did Not Work at Home	98.1%
Less than 5 minutes	2.6%
5 to 9 minutes	7.1%
10 to 19 minutes	21.5%
20 to 24 minutes	14.9%
25 to 34 minutes	27.1%
35 to 44 minutes	9.8%
45 to 59 minutes	10.4%
60 to 89 minutes	3.2%
90 or more minutes	1.7%
Worked at Home	1.9%
Average Travel Time to Work (in min)	27.0

2000 Households by Vehicles Available

Total	13,538
None	7.7%
1	25.7%
2	37.4%
3	20.2%
4	6.7%
5+	2.3%
Average Number of Vehicles Available	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Lawrence, AL

**2000 Households by Type**

Total	13,538
Family Households	75.3%
Married-couple Family	60.5%
With Related Children	28.6%
Other Family (No Spouse)	14.9%
With Related Children	9.4%
Nonfamily Households	24.7%
Householder Living Alone	22.6%
Householder Not Living Alone	2.1%

Households with Related Children	38.1%
Households with Persons 65+	22.9%

2000 Households by Size

Total	13,538
1 Person Household	22.6%
2 Person Household	33.7%
3 Person Household	20.5%
4 Person Household	15.6%
5 Person Household	5.4%
6 Person Household	1.5%
7+ Person Household	0.7%

2000 Households by Year Householder Moved In

Total	13,538
Moved in 1999 to March 2000	13.8%
Moved in 1995 to 1998	26.3%
Moved in 1990 to 1994	16.6%
Moved in 1980 to 1989	17.2%
Moved in 1970 to 1979	13.9%
Moved in 1969 or Earlier	12.2%
Median Year Householder Moved In	1992

**2000 Housing Units by Units in Structure**

Total	15,009
1, Detached	66.0%
1, Attached	0.7%
2	0.8%
3 or 4	1.4%
5 to 9	1.3%
10 to 19	0.3%
20+	0.5%
Mobile Home	28.9%
Other	0.1%

2000 Housing Units by Year Structure Built

Total	15,009
1999 to March 2000	2.5%
1995 to 1998	11.9%
1990 to 1994	11.1%
1980 to 1989	19.8%
1970 to 1979	22.2%
1969 or Earlier	32.4%
Median Year Structure Built	1978

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Counties: Lawrence, AL

Top 3 Tapestry Segments

1.	Southern Satellites
2.	Rural Bypasses
3.	Midland Crowd



2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$18,808,865
Average Spent	\$1,361.58
Spending Potential Index	51
Computers & Accessories: Total \$	\$1,848,699
Average Spent	\$133.83
Spending Potential Index	56
Education: Total \$	\$8,805,728
Average Spent	\$637.45
Spending Potential Index	46
Entertainment/Recreation: Total \$	\$35,112,404
Average Spent	\$2,541.80
Spending Potential Index	68
Food at Home: Total \$	\$45,294,657
Average Spent	\$3,278.90
Spending Potential Index	67
Food Away from Home: Total \$	\$29,959,733
Average Spent	\$2,168.79
Spending Potential Index	63
Health Care: Total \$	\$43,428,911
Average Spent	\$3,143.83
Spending Potential Index	77
HH Furnishings & Equipment: Total \$	\$17,812,086
Average Spent	\$1,289.42
Spending Potential Index	56
Investments: Total \$	\$5,478,277
Average Spent	\$396.57
Spending Potential Index	39
Retail Goods: Total \$	\$255,134,142
Average Spent	\$18,469.24
Spending Potential Index	68
Shelter: Total \$	\$113,557,687
Average Spent	\$8,220.48
Spending Potential Index	53
TV/Video/Sound Equipment: Total \$	\$12,480,311
Average Spent	\$903.45
Spending Potential Index	63
Travel: Total \$	\$14,697,550
Average Spent	\$1,063.96
Spending Potential Index	56
Vehicle Maintenance & Repairs: Total \$	\$9,167,473
Average Spent	\$663.64
Spending Potential Index	67

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.